

Zepto – Purchase Subscription Model Adoption

1. User Personas with Pain Points

Persona 1: Ananya (Working Parent, 35)

1. **Habits:** Daily orders of milk, eggs, bread; staples monthly; needs timely delivery for kids' routine.
2. **Pain Points:** Running out of essentials at critical times, high morning stress, hates delays.
3. **Expectations:** Guaranteed delivery before 7am, freshness assurance.
4. **Quote:** "Every morning is chaos with kids if essentials aren't there. Guaranteed delivery before 7am and freshness assurance"

Persona 2: Rohan (Young Professional, 24)

1. **Habits:** Orders essentials like milk/bread ~2–3 times a week, often impulsively.
2. **Pain Points:** Forgets to reorder, runs out of basics, sometimes relies on food delivery instead.
3. **Expectations:** Flexible subscription with pause/skip option to avoid wastage.
4. **Quote:** "What if I don't need it that day? I don't want to waste food. There should be a pause or skip option."

Persona 3: Meera (Homemaker, 62)

1. **Habits:** Orders milk, fruits, and vegetables daily; values consistency but avoids complex apps.
2. **Pain Points:** Forgets to reorder, finds app navigation confusing, distrusts quality of perishables.
3. **Expectations:** Simple one-time setup, trust in freshness, pause option while traveling.
4. **Quote:** "Simple setup and feature to pause when I travel."

2. Problem Statement

1. **Fear of inflexibility & wastage:** Users hesitate to subscribe because they worry about not needing items daily and wasting money/food without a clear pause or skip option.
2. **Reliability & trust gap:** Families with children don't fully trust subscriptions to deliver essentials *fresh and on time* (e.g., early morning milk, eggs, bread), making them stick to manual ordering.
3. **Usability & simplicity barrier:** Older users and less tech-savvy shoppers find app navigation and subscription setup confusing, which prevents adoption despite clear need.

3. Top 6 Solution Ideas

1. **Pause/Skip Anytime Subscription**
 - a. Flexible scheduling removes commitment fear.
 - b. Boosts adoption & retention.
2. **Guaranteed Morning Delivery (Before 7 AM)**
 - a. Critical for parents/families.
 - b. Positions Zepto as reliable & premium.
3. **Smart Reminder & Edit Option**
 - a. Prevents wastage, builds user control.
 - b. Reduces cancellations/refunds.
4. **Freshness Guarantee & Easy Refund**
 - a. Trust booster for perishables.
 - b. Improves credibility & loyalty.
5. **Bundle & Save Subscription Packs**
 - a. Value-for-money curated packs.
 - b. Increases basket size & demand predictability.
6. **Simple Setup & Discovery (1-Click Subscription)**
 - a. Converts repeat buyers with 1-tap prompt.
 - b. Expands funnel → higher adoption.

4. RICE Prioritization

A	B	C	D	E	F	G
Priority	Idea	Reach	Impact	Confidence	Effort	RICE Score
1	1-Click Setup & Discovery	9	9	8	4	162
2	Pause/Skip Anytime Subscription	8	8	9	4	144
3	Smart Reminder & Edit Option	9	8	8	5	115.2
4	Guaranteed Morning Delivery	7	9	8	7	72
5	Freshness Guarantee & Easy Refund	8	7	7	6	65.3
6	Bundle & Save Subscription Packs	6	7	7	5	58.8

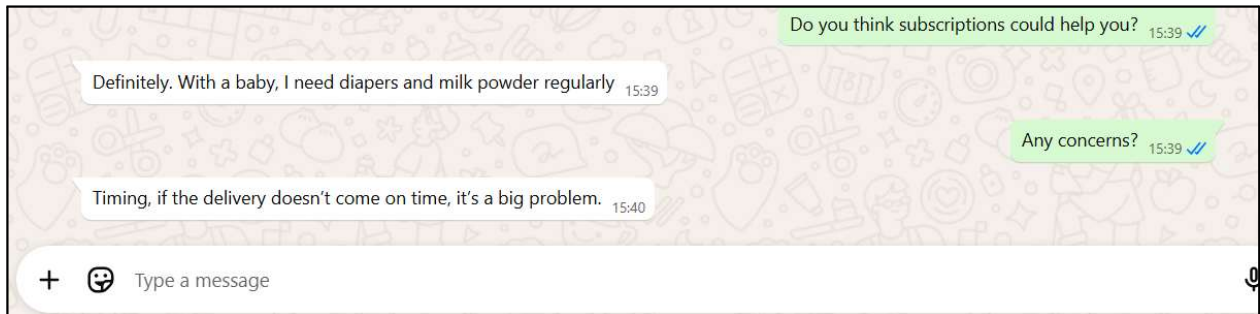
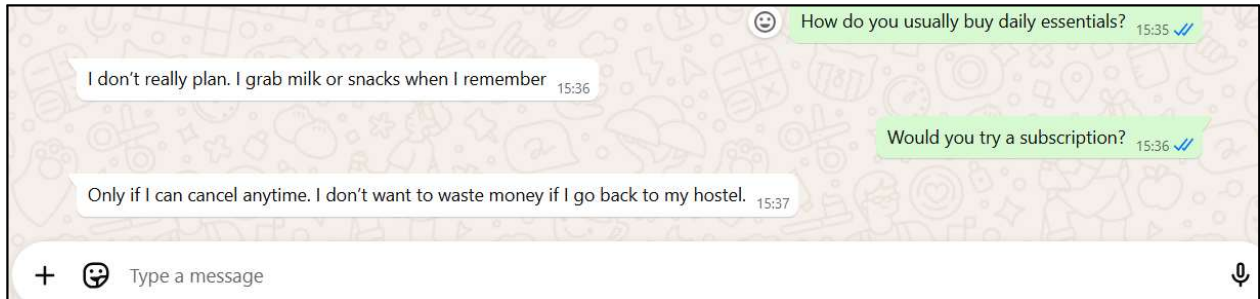
[Reference](#)

Top 3 Priorities:

1. 1-Click Setup & Discovery

2. Pause/Skip Anytime Subscription
3. Smart Reminder & Edit Option

5. User Quotes (Screenshots/Notes)



What feature would convince you to try a subscription?

Monthly bulk packs for rice, atta, sugar with flexibility for fruits/veggies

Is there anything else you'd like to share about your grocery/essentials shopping?

Staples are predictable but produce changes weekly

What feature would convince you to try a subscription?

Sometimes I eat out so I don't want a fixed delivery. App reminder before delivery so I can confirm or skip

Is there anything else you'd like to share about your grocery/essentials shopping?

No

Do you buy essentials regularly? 15:41 ✓✓

Yes, for my tea shop — milk, sugar, and bread almost every day. 15:41

Would you use a subscription? 15:41 ✓✓

Yes, if it's reliable and cheaper in bulk. Price matters for me. 15:42

[Reference](#)